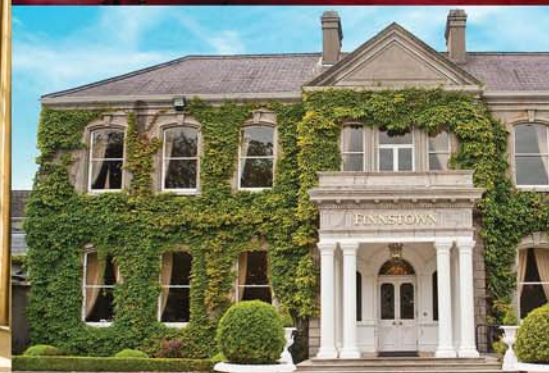




**HotelREZ**  
HOTELS & RESORTS

Helping hotels stay independent and compete worldwide



Representing an incredible mix of unique, hand picked properties, from sleek boutique city gems, to country-house retreats full of charm and history, HotelREZ Hotels & Resorts brings together a collection of like-minded independent hotels from around the world.

We help hotels stay independent and compete worldwide by providing them with a suite of tools, marketing opportunities and consultancy services that are tailored to each customer.

In just over ten years HotelREZ has grown to be one of the worlds largest companies dedicated to marketing and connecting independent hotels with discerning travellers who crave authentic hotel stays and travel experiences.

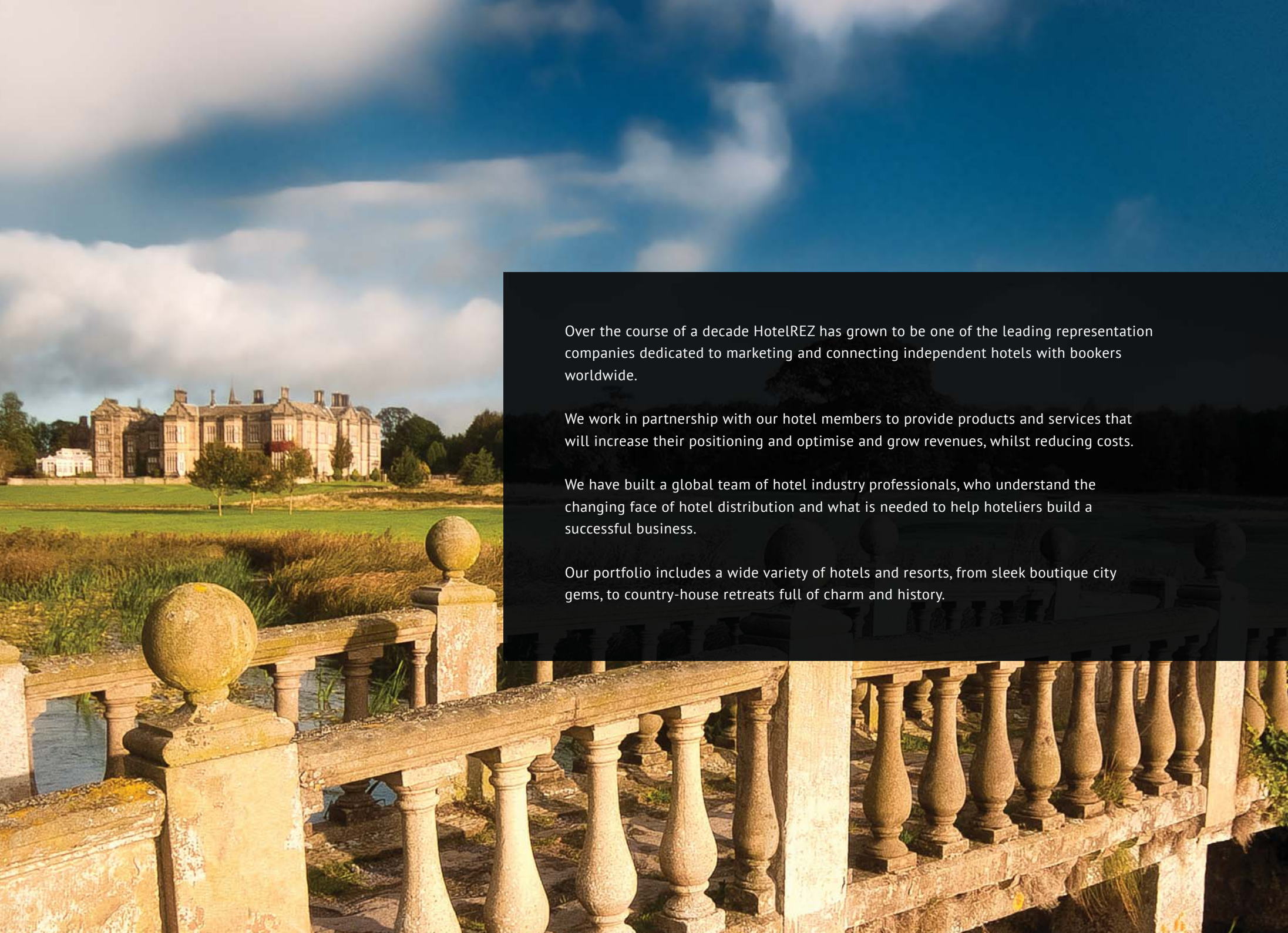
With exceptional commitment to both quality and service, our team is on standby to welcome you to the world of HotelREZ Hotels & Resorts.

I hope you will join us

Mark Lewis  
CEO and Founder

**HotelREZ**  
HOTELS & RESORTS





Over the course of a decade HotelREZ has grown to be one of the leading representation companies dedicated to marketing and connecting independent hotels with bookers worldwide.

We work in partnership with our hotel members to provide products and services that will increase their positioning and optimise and grow revenues, whilst reducing costs.

We have built a global team of hotel industry professionals, who understand the changing face of hotel distribution and what is needed to help hoteliers build a successful business.

Our portfolio includes a wide variety of hotels and resorts, from sleek boutique city gems, to country-house retreats full of charm and history.



## Connect

### Hotel Distribution

Connect your property and manage your rates, availability and content on the GDSs as well as the leading travel websites, your hotel's own website and the HotelREZ call centres, all via one login to one system, or fully integrated to your PMS and your Channel Manager.



## Sell

### Hotel Representation

Grow your hotel's revenue through our global sales programme, including consortia, corporate, independent leisure, tour operator and MICE RFP programme participation, a global preferred partnership network, niche & tactical marketing campaigns, PR and call centre visits.



## Optimise

### Hotel Marketing

Differentiate your hotel from the competition and generate greater awareness with our wide range of added-value marketing consultancy and revenue services from search engine marketing to GDS advertising and tailor made marketing and sales campaigns.





## Connect

### Hotel Distribution with HotelREZ

HotelREZ Hotels & Resorts offers you a flexible interfaced hotel distribution solution. You can choose the channels you wish to distribute through the Central Reservation System. You can also centrally manage rates and content per channel, enabling you to put in place specific strategies to optimise your hotel's revenues.

## GDS Distribution

Access over half a million travel agents worldwide who use the Global Distribution Systems, and millions more bookers who use websites that are powered by them.

## Hotel Booking Engine

Increase sales directly to your hotel with REZbooker, a feature-rich and fully customisable booking engine, optimised for all devices from desktop to tablet and mobile.

## Online Channels

Distribute rates and content loaded into the Central Reservation System to hundreds of websites; connected directly via the channel manager or the Pegasus Switch.

## HotelREZ Call Centre

Enjoy voice and meeting bookings via our worldwide call centres. Use as an overflow service for when your reception is busy, as a private label CRO, or to run specific campaigns.



## Sell Hotel Representation

Increase your hotel's revenue through HotelREZ's global sales programme. We can add real and measurable value to your hotel's business with our comprehensive set of demand generation activities, spanning all market segments.

We provide access to agents and preferred partners that would not or cannot work with 1,000 individual hotels, but will work with one company which represents them.



The background of the entire page is a photograph of a city skyline at dusk or dawn, viewed through a window. In the foreground, the silhouettes of several people are walking across the frame. On the left, a man in a suit walks towards the right. In the center, a woman in a light-colored dress walks towards the right. To her right, a man in a dark suit walks towards the right. On the far right, a woman in a dark dress walks towards the right. The silhouettes are dark against the lighter background of the city and sky. The overall mood is professional and dynamic.

## Targeted sales and marketing opportunities include:

### Corporate, Leisure, TMC & Consortia RFPs

Access hundreds of consortia, corporate or leisure RFPs through HotelREZ's direct partnerships with local and global corporate clients, agencies and travel management companies.

### Preferred Partners

Open your hotel to additional business with our global preferred partnership network of small and regional travel agencies, who ensure HotelREZ hotels gain high visibility and receive more reservations.

### MICE (Meetings, Incentives, Conferences & Events/Exhibitions)

Generate valuable enquiries from event management companies, corporate clients, charities, associations and government bodies through our specialist MICE demand generation team.

### Hotel Industry Events

Meet bookers face-to-face at hotel industry events and road shows, in order to increase their product knowledge and your hotel's revenue.

### Portfolio Marketing

Reach new target audiences, including niche travel agents and consumers, by participating in HotelREZ's rate marketing programmes and brand marketing initiatives.

### Voice Incentives

Drive more business to your hotel through HotelREZ's call centre marketing and incentive programmes, which include Virgin Experiences and Leisure Vouchers.





## Optimise Hotel Marketing

HotelREZ Hotels & Resorts offers a wide range of added-value hotel marketing and consultancy services to choose from.

We can help you generate greater awareness and knowledge about your hotel, build a stronger brand image within specific markets, build loyalty and repeat business, or differentiate your hotel from your competitors.

Our consultancy team can help your hotel to plan and execute the right marketing strategies and campaigns to suit your needs.

## Trade Marketing

Reach travel agents, consortia, corporate or MICE bookers through our tailor-made marketing campaigns from emails to targeted banner placements or GDS advertising.

## Digital Marketing

Drive more traffic to your hotel's own website, with the help of HotelREZ's online marketing solutions, ultimately increasing your direct bookings.

## PR & Social Media

Generate awareness and knowledge about a specific news story through our PR services and engage with customers through social media marketing.

## Design Services

Engage the HotelREZ design team to design and build your hotel's website, email campaigns or develop hotel collateral including brochures, menus, signage and hotel logos.

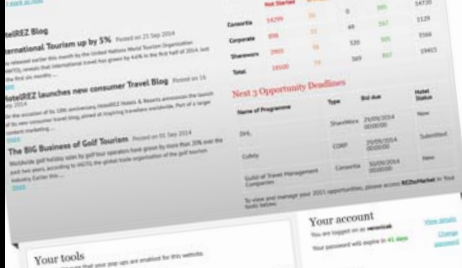




## Powerful Yet Adaptable Management Tools

At the core of HotelREZ connectivity is CentralREZ an online hotel Central Reservation System (CRS) designed for hotels and hotel groups that demand an adaptable yet powerful way to manage all online distribution.

From one real-time, easy to use web-based system, you can load and manage your rates and content and distribute them across a multitude of channels effortlessly.



## One System Login

With one simple to use tool and one login, you can load and manage your rates and content. Updates can be made once and are then seamlessly distributed to the GDS and other channels as required.

## Simple Rate Controls

Rate and availability calendars enable you to quickly change prices for a specific day or a range of dates. Create and edit new rates and packages, allocate room types, rate plans and closeouts by channels.

## Business Intelligence

A powerful reporting dashboard gives you a snapshot of your property and how it is selling. On-demand reporting is also available with a suite of pre-formatted reports containing specific KPIs and market intelligence.

## RFP Management

An online product that makes RFP completion fast and simple by storing all your property details and rate information in one place, allowing you to pre-populate the majority of fields on each RFP.

## Commission Tools

Integrated commission payment processing designed to reduce errors and streamline operational procedures associated with settling commissions globally to all agencies, and in their local currency.

## Interfaces

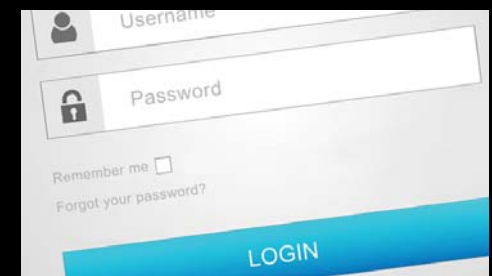
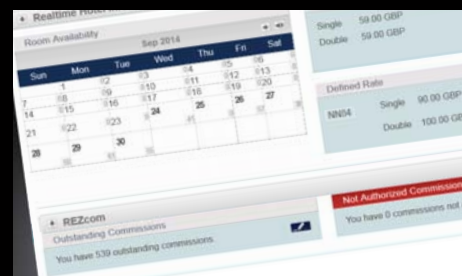
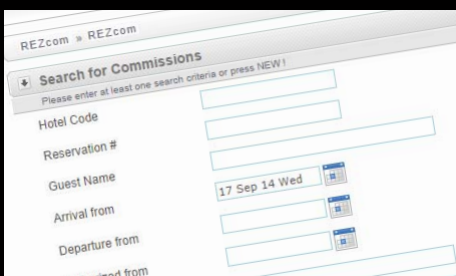
Enables you to send rate and availability data to the CRS and receive reservations into your hotel's own PMS and Channel Manager tool, cutting down on manual reservation work, such as availability updates.

## Content Management

Centralised management of your hotel's content including cancellation and guarantee policies, hotel descriptions, images and rich media for all connected channels as well as RFP submissions.

## PCI Compliant

CentralREZ Central Reservation System meets all international data security standards and is fully certified by the Payment Card Industry (PCI).





A photograph of two men in business suits sitting at a desk. The man on the left is smiling and looking at a tablet held by the man on the right. The man on the right is also smiling and looking at the tablet. On the desk, there is a glass of water, a laptop, and some papers with charts. The background is a bright window with a view of a city.

## Helping Your Hotel Succeed

HotelREZ Hotels & Resorts provides its member hotels with proactive account management and a support culture that helps each hotel, regardless of size or ambition, achieve its objectives.



## Revenue Management

We will work with you to develop the optimum rate and pricing strategy for your property. Revenue management advice includes rate sequencing, biasing, cross sell of hotels via alternative availability, as well as continuous reviews of all data and rates.



## Content Audit

We will ensure that your hotel is sold in the best possible light and therefore enjoys the highest conversion ratios. Our team will review all of your hotel's information that is being distributed and will offer you any suggestions for increased efficiency.



## Rate Loading

Using our technology, you will be able to load your own rates and immediately push them out to market, with no delay. Negotiated rates can also be loaded by staff at your hotel, or alternatively can be loaded by our rate loading department.

## Training

We will train your hotel staff to an exceptional standard, enabling them to get the very best out of the HotelREZ systems and the global distribution available to you. We will continue to offer monthly training sessions for new staff or for those that need a refresher course.

## Ongoing Support

We pride ourselves on the level of support we offer our customers. We will make every effort to immediately resolve any query on first contact, avoiding lengthy delays or protracted communication. Every communication with you will be ticketed, tracked and reported on.

## Relationship Management

Our Account Management team will work with your hotel to set structured and measurable targets in the business planning process. Your hotel's progress will then be monitored through monthly reports showing statistical data by channel, rate and agency.







## Why HotelREZ?

HotelREZ is a company dedicated to helping independent hotels compete worldwide. We aim to grow by way of reputation and a commitment to excellence in all we do.







## We help hoteliers to gain competitive advantage

Our sales and marketing representation, coupled with the best channel management and distribution technology solutions available in the market, enable us to help our hotel members gain a competitive edge.

## We offer an entrepreneurial approach to revenue growth

We pride ourselves on offering the most entrepreneurial approach to revenue growth and rate strategy in the representation market today. We add real incremental value to our members' businesses.

## We open up new markets for our member hotels

We have alliances, exclusive partnerships and a global footprint with offices and affiliates worldwide. Our global knowledge and local presence drives incremental revenue to our members.

## We truly care about delivering the most outstanding support

We bring together superior products along with a service level which our hotel members endorse as being the best in the market today. We truly care about delivering each and every hotel member with results that continue to surpass their expectations.



## What our customers have to say...

*"HotelREZ tick all the boxes...Supportive, reliable, seamlessly helpful - whoever you call will always do their best to help, knowledgeable, strong in revenue management and innovative. As an independent hotel, exactly what we need."*

Norfolk Plaza Hotel, UK

*"HotelREZ has not only provided us with online booking facilities but over the past months have also rolled out products which have made life much easier for our revenue management and sales teams with tangible results in sales."*

Hotel Phoenicia, Malta

*"I would recommend HotelREZ to any hotel that is looking for a reliable and user-friendly GDS representation company."*

Piraeus Theoxenia, Athens

*"We are delighted with our continued working relationship with HotelREZ. We cannot fault the fantastic account management & customer service."*

Fullers Hotels & Inns, UK

*"The switch over from our previous provider was conducted in a quick and efficient manner, and we are quite pleased with the way the whole process was accompanied by the HotelREZ team."*

Scalford Hall, UK

# HotelREZ

HOTELS & RESORTS

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